

CLAIMS

What is claimed is:

1 1. A computer-based method for selling an item to a customer at a retail location, the
2 method comprising the steps of:

3 (a) receiving at the retail location an identifier associated with a token presented by a
4 customer;

5 (b) accessing customer data based on the identifier;

6 (c) identifying in the customer data a product order selected by the customer;

7 (d) preparing the identified customer order at the retail location;

8 (e) identifying in the customer data a preferred payment method for the customer;

9 (f) executing payment by the customer for the selected order by the preferred payment
10 method; and

11 (g) providing the customer with the selected order at the retail location.

1 2. The method of claim 1, wherein the token comprises an RFID tag, and step (a)
2 comprises wirelessly reading a RFID tag presented by the customer.

1 3. The method of claim 2 wherein the steps are performed in response to a single
2 user action, the single user action comprising presenting the RFID tag to an RFID reader located
3 in the retail location.

1 4. The method of claim 1, wherein the token comprises a magnetic stripe card, and
2 step (a) comprises reading a magnetic stripe card presented by a customer to a magnetic stripe
3 reader.

1 5. The method of claim 4 wherein the steps are performed in response to a single
2 user action, the single user action comprising presenting the magnetic stripe card to a customer-
3 accessible magnetic stripe card reader located in the retail location.

1 6. The method of claim 1, further comprising, prior to step (a), the steps of:

2 (1) facilitating customer selection of a product order; and

3 (2) associating the customer selected product order with the customer.

1 7. The method of claim 6 wherein step (1) comprises facilitating customer selection
2 via the Internet.

1 8. The method of claim 6 wherein step (1) comprises facilitating customer selection
2 at a terminal located in the retail location.

1 9. The method of claim 1 wherein step (b) comprises accessing customer data over
2 the Internet.

1 10. The method of claim 1 wherein step (b) comprises accessing customer data over a
2 local area network.

1 11. The method of claim 1 wherein step (b) comprises accessing customer data from a
2 local database.

1 12. The method of claim 1 wherein step (b) comprises accessing customer data from a
2 database operated from a third party service provider.

1 13. The method of claim 1 wherein step (f) comprises providing payment information
2 to a POS device for execution.

1 14. The method of claim 1 wherein step (f) comprises processing payment and
2 providing an execution code indicating complete payment to a POS device.

1 15. The method of claim 1 wherein step (f) comprises obtaining a count value
2 associated with the token and if the count value is greater than zero, decrementing the count
3 value.

1 16. A system for selling an item at a retail location, comprising the steps of:
2 a token reader for receiving at the retail location an identifier associated with token
3 presented by the customer;
4 a dispatch module for accessing customer data based on the identifier, and for identifying
5 in the customer data a selected customer order and a preferred payment method;
6 a display for displaying the selected customer order at the retail location to a retail clerk;

005507.2395960

7 a POS device for executing payment by the customer for the selected customer order by
8 the preferred payment method.

1 17. The system of claim 16 further comprising a database server in communication
2 with the dispatch module over a computer network for providing customer data in response to a
3 request comprising an identifier.

1

09696663 102500